

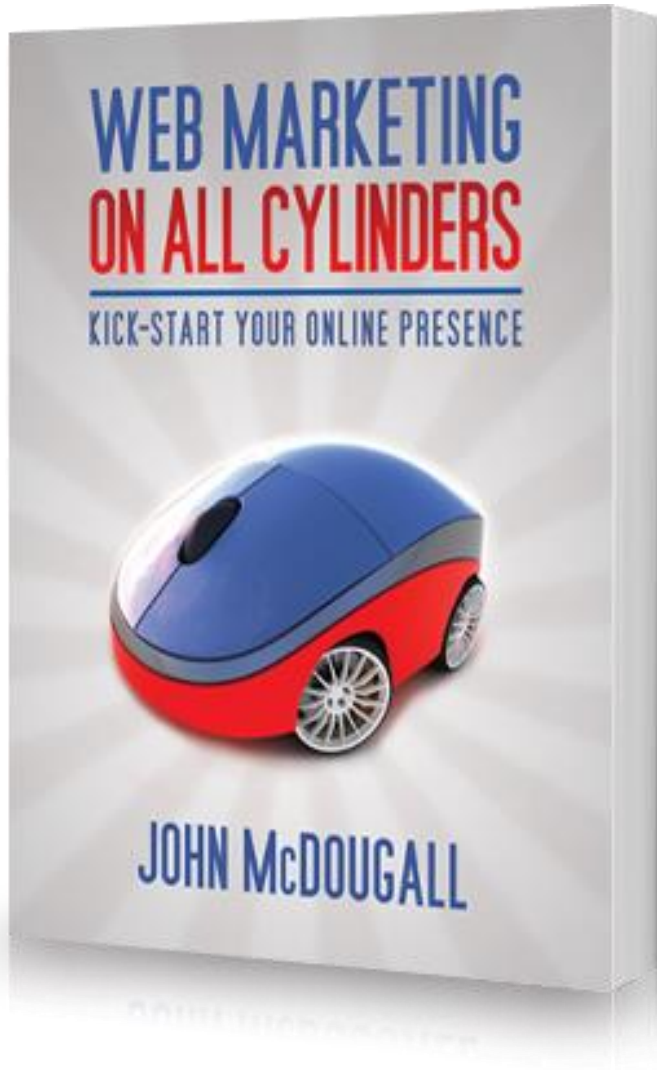


How to position yourself as an expert for Google and your customers

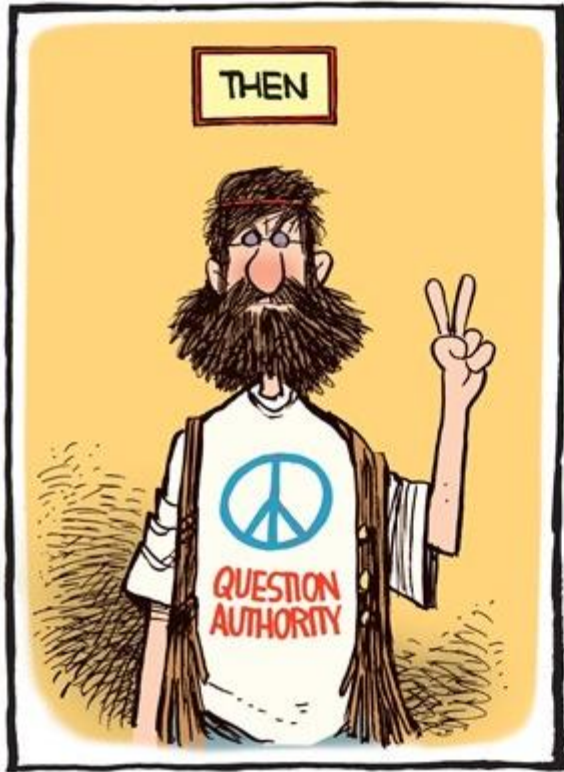


Google Conference Bike







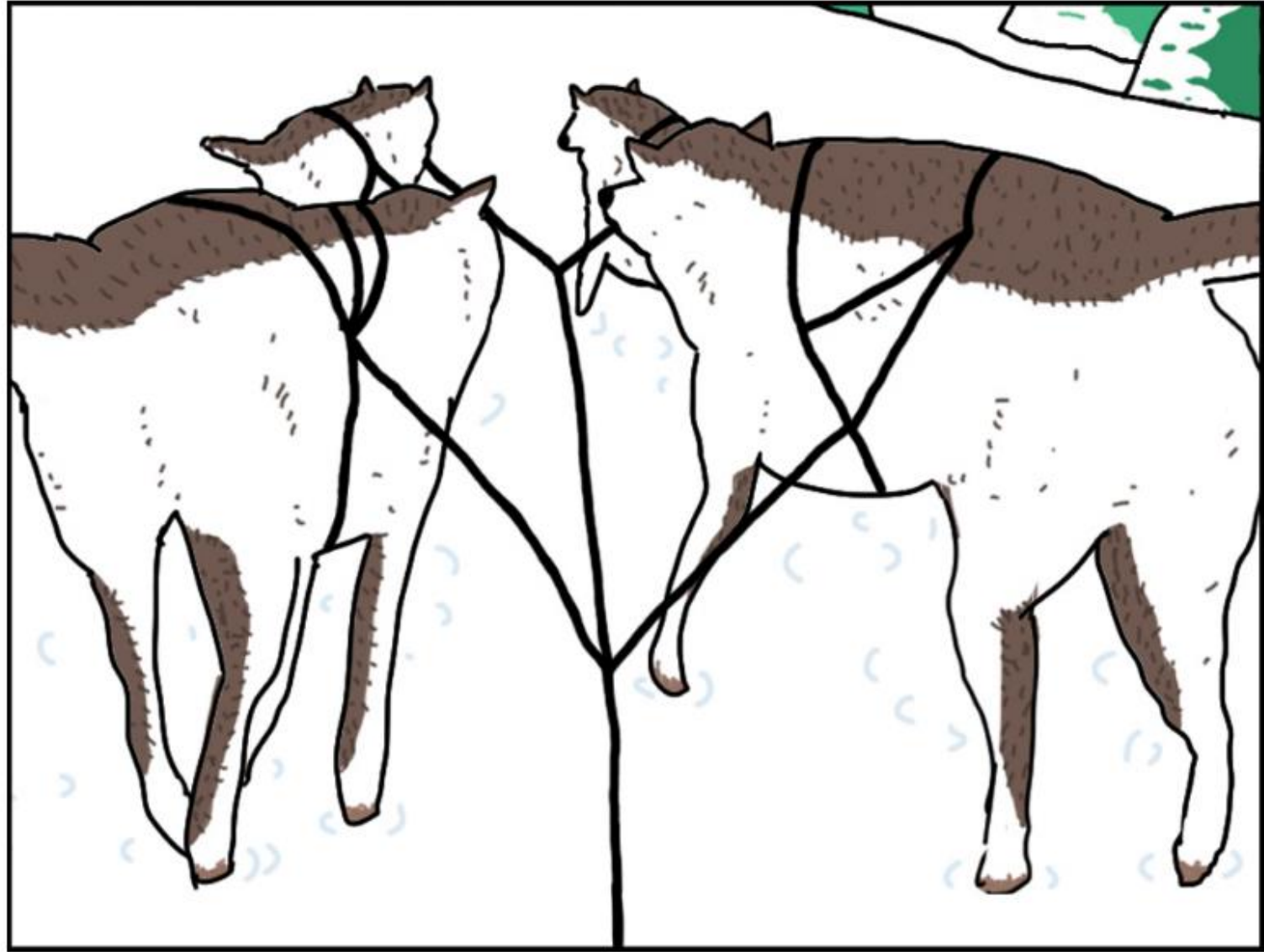




Still trying to pick my niche



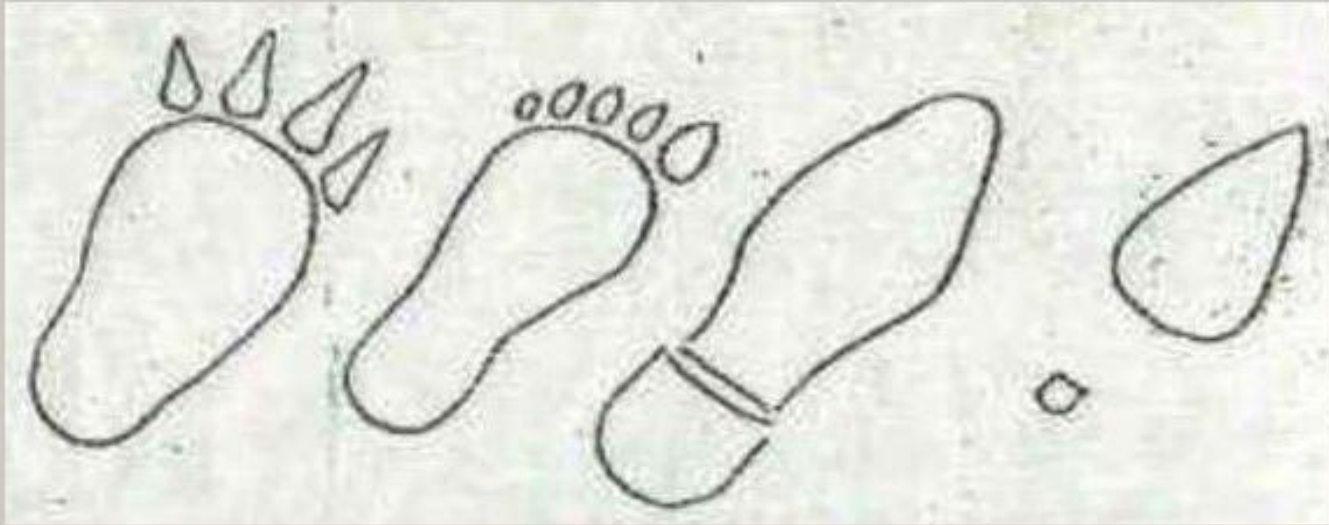
IF YOU'RE NOT THE LEAD DOG THE VIEW IS ALWAYS THE SAME!



Don't get stuck behind your competitors



Seen at <http://iKoupOn.Com>



# The evolution of authority





# What is Authority Marketing?

Branding via specialization

Building a platform / list

Blogging

Writing a book

PR

Public Speaking

SEO

Social Media

Links from influencers

Sales Influence

Conversion Optimization

Tracking ROI – Analytics



# Thought Leaders



Built into nature: birds flock, fish school etc.



# TRUMP

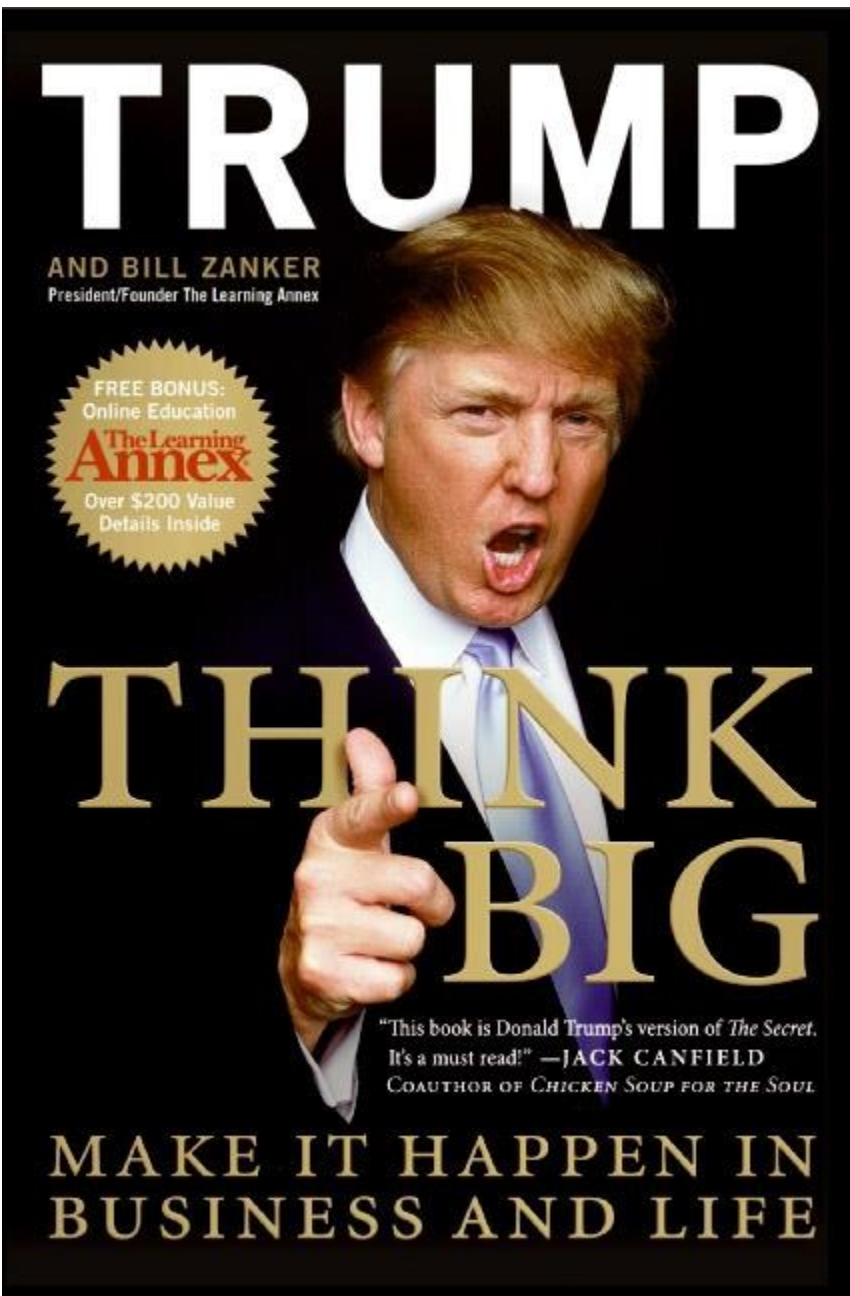
AND BILL ZANKER  
President/Founder The Learning Annex



# THINK BIG

"This book is Donald Trump's version of *The Secret*.  
It's a must read!" —JACK CANFIELD  
COAUTHOR OF *CHICKEN SOUP FOR THE SOUL*

MAKE IT HAPPEN IN  
BUSINESS AND LIFE



A portrait of Oprah Winfrey with dark, wavy hair, wearing a bright pink top and a large ring. She is smiling and looking slightly to the right.

O

THE OPRAH  
MAGAZINE

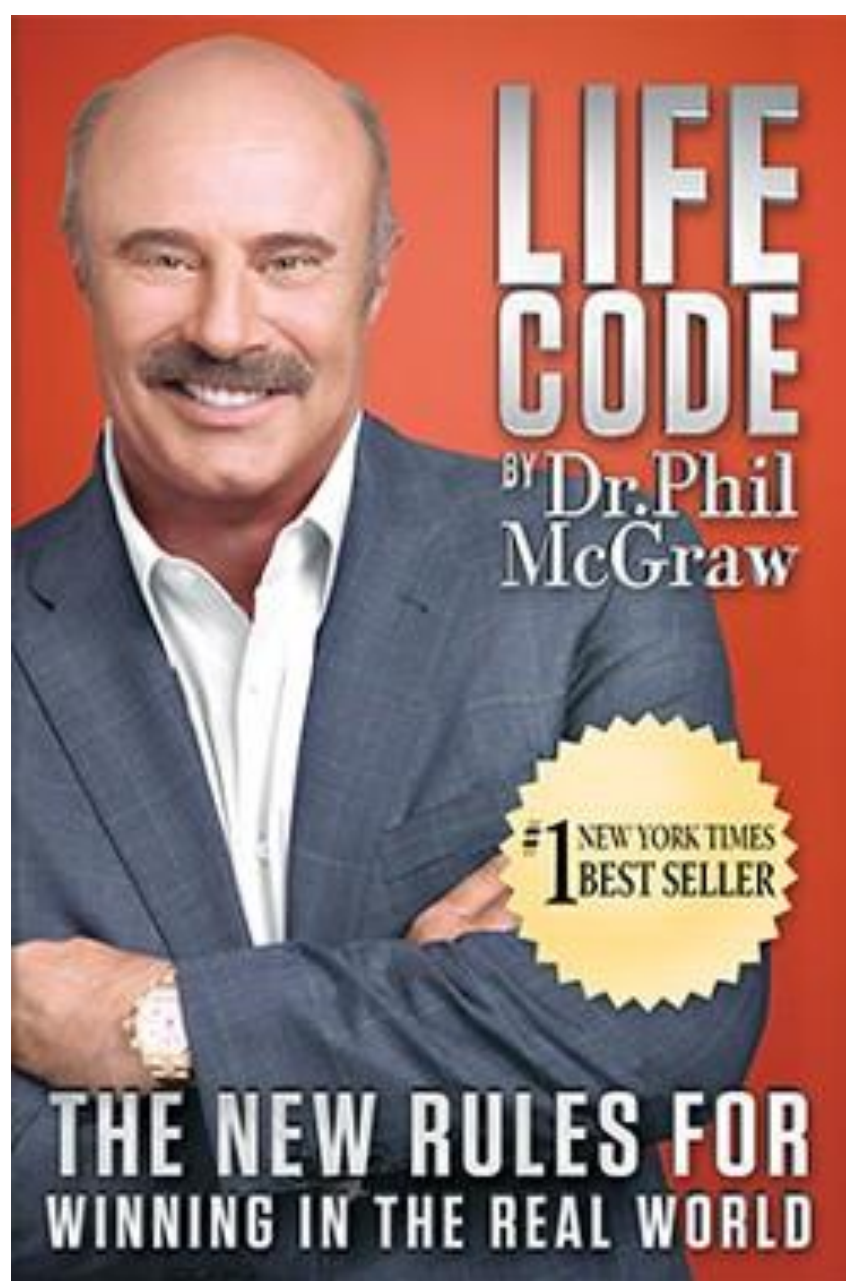
# O's Best Advice Ever!

Make Over Your Life with Oprah and Friends

Including Dr. Oz, Suze Orman, Dr. Phil, Martha Beck, and more

*From the Editors of* O THE OPRAH MAGAZINE



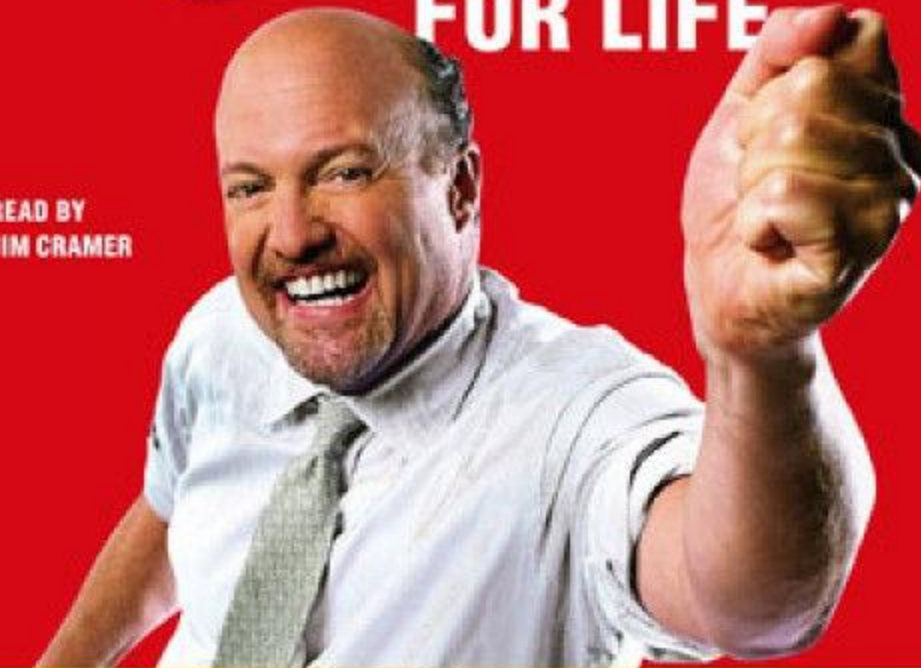


Getting on Oprah and writing books made him famous



# JIM CRAMER'S **STAY MAD** FOR LIFE

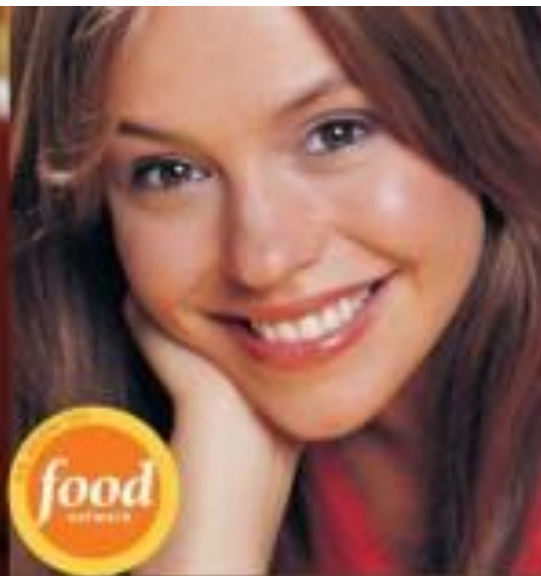
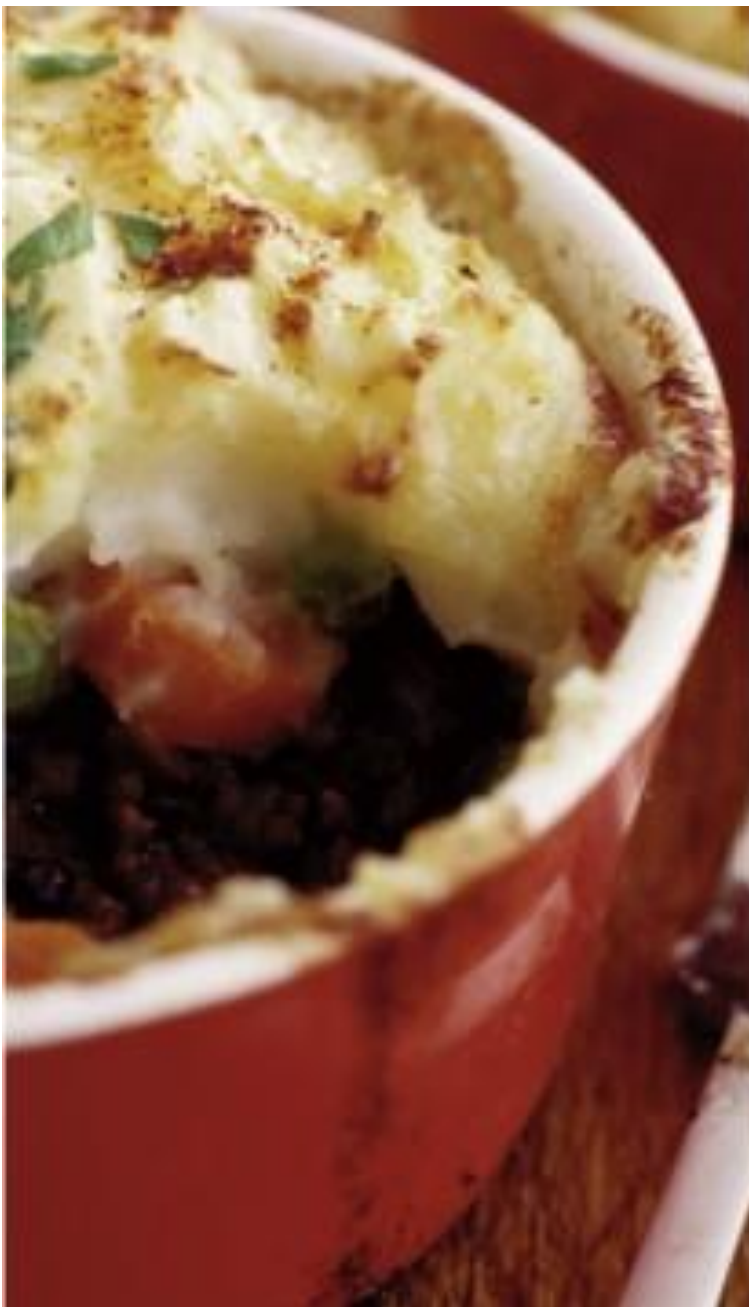
READ BY  
JIM CRAMER



**GET RICH, STAY RICH**  
*(MAKE YOUR KIDS EVEN RICHER)*

**JAMES J. CRAMER** WITH **CLIFF MASON**





**RACHAEL RAY**  
**TOP 30**  
30-MINUTE MEALS



**COMFORT**  
*food*





Rand Fishkin of MOZ Whiteboard Fridays wearing yellow sneakers







### The Plugged or Unplugged Bride



THE ESSEX ROOM

Essex Room  
The Plugged Or Unplugged Br...

SOUNDCLOUD

11:36

Cookie policy



Free E-book!

Free E-book

A Guide to Planning Your Wedding

Download

Helpful Links



# #contentmarketing Thought Leaders

Rank	Twitter Handle	Name	PageRank (Normalized)
1	jeffbullas	Jeff Bullas	100.00
2	BrennerMichael	Michael Brenner	22.56
3	JoePulizzi	Joe Pulizzi	16.41
4	jaybaer	Jay Baer	11.64
5	ChadPollitt	Chad Pollitt	8.49
6	Robert_Rose	Robert Rose	8.17
7	heidicohen	Heidi Cohen	7.88
8	TPLDrew	Andrew Davis	6.64
9	crestodina	Andy Crestodina	4.09
10	GerryMoran	Gerry Moran	3.68



# Google and Authority



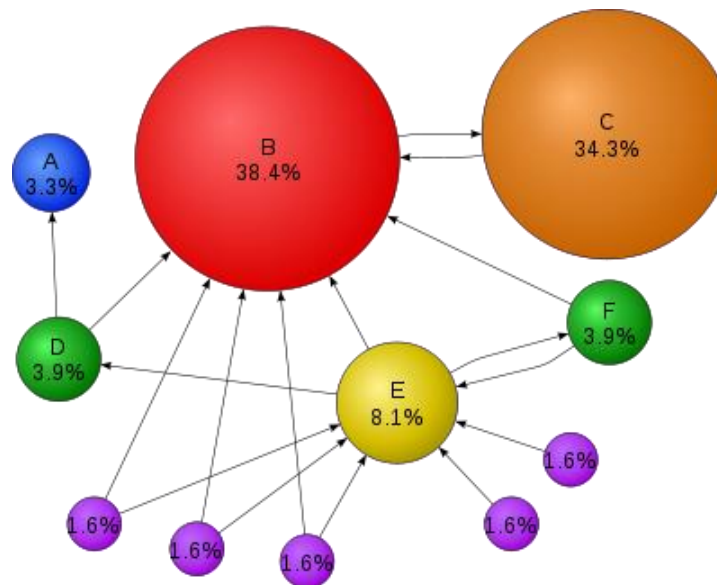
# Provisional patent on PageRank



Attorney Docket No: S96-213/PROV

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No.: 60/035,205  
Filed: 10 Jan 97  
Title: Improved Text Searching in Hypertext Systems  
Applicant(s): Lawrence Page  
Examiner: not yet assigned  
Art Unit: not yet assigned



# Google Backrub!

Google's initial name was "BackRub," in reference to the way it was designed to check backlinks in order to rank a site for search results.

BackRub

$$\text{PageRank of site} = \sum \frac{\text{PageRank of inbound link}}{\text{Number of links on that page}}$$

OR

$$PR(u) = (1 - d) + d \times \sum \frac{PR(v)}{N(v)}$$



# The early patents relating to authors

## Agent rank

Invented by David Minogue and Paul A. Tucker

US Patent Application 20070033168

Published February 8, 2007

Filed: August 8, 2005

## Abstract

The present invention provides methods and apparatus, including computer program products, implementing techniques for searching and ranking linked information sources. The techniques include receiving multiple content items from a corpus of content items; receiving digital signatures each made by one of multiple agents, each digital signature associating one of the agents with one or more of the content items; and **assigning a score to a first agent of the multiple agents, wherein the score is based upon the content items associated with the first agent by the digital signatures.**



# Google Quality Raters Guide



## Google General Guidelines Version 5.0

---

General Guidelines Overview .....

Part 1: Page Quality Rating Guideline .....



# Expertise, Authoritativeness, Trustworthiness.





# 10 HIDDEN GEMS FROM GOOGLE'S LEAKED QUALITY RATER GUIDELINES

## According to Google...

The latest version of Google's "human rater" handbook has leaked once again. It gives us a few clues into how Google determines quality web sites.

### ✓ DO...

Make sure your content is written by experts.

### WHY?

Google has placed a strong emphasis on perceived expertise for determining quality.

### ACCORDING TO GOOGLE...

"High quality pages and websites need enough expertise to be authoritative and trustworthy on their topic."

### ✓ DO...

Update old content that has become outdated.

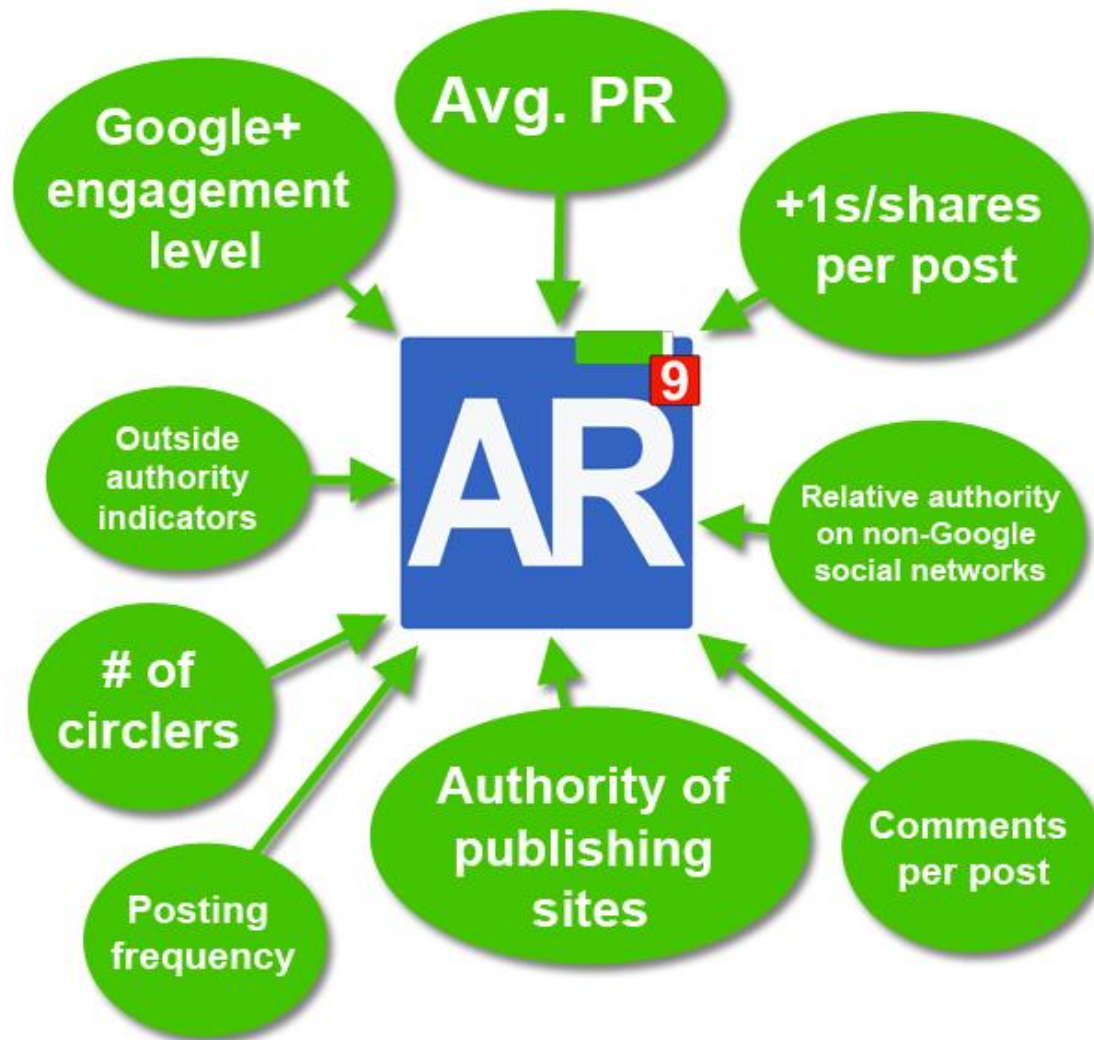
### WHY?

Google has placed a strong emphasis on trustworthiness for determining quality.

### ACCORDING TO GOOGLE...

"High quality pages and websites need enough expertise to be authoritative and trustworthy on their topic... In order for a site to be deemed high quality, it must contain updated information."





# Klout, Kred and PeerIndex

## What does Klout measure?

The LinkedIn logo, consisting of the lowercase letters "in" in a bold, orange, sans-serif font.

Comments and likes on your content.

The Facebook logo, consisting of the lowercase letter "f" in a bold, orange, sans-serif font.

Comments and likes on your posts and posts by others on your wall.



Retweets and mentions of your name.



Tips you leave, items you add to your To-Do's, and list items you've done.

The Google+ logo, consisting of the lowercase letter "g" followed by a plus sign, in a bold, orange, sans-serif font.

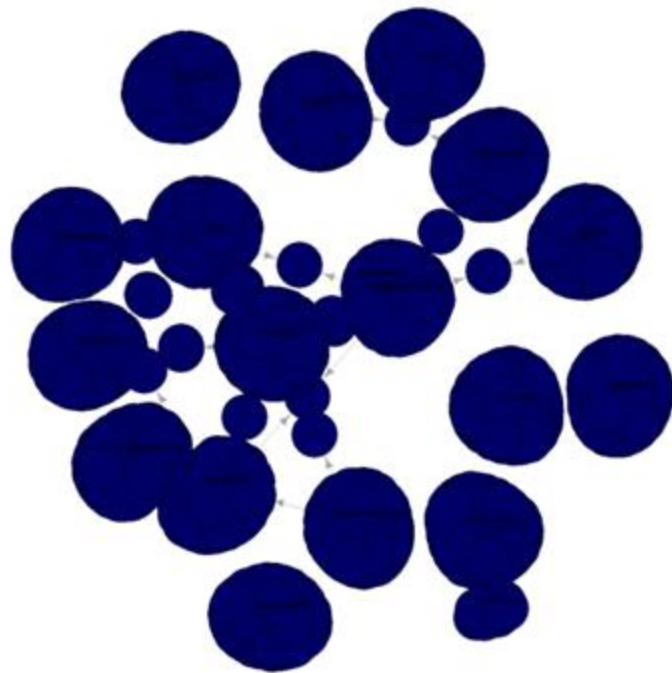
Comments, reshares and +1s of your content.



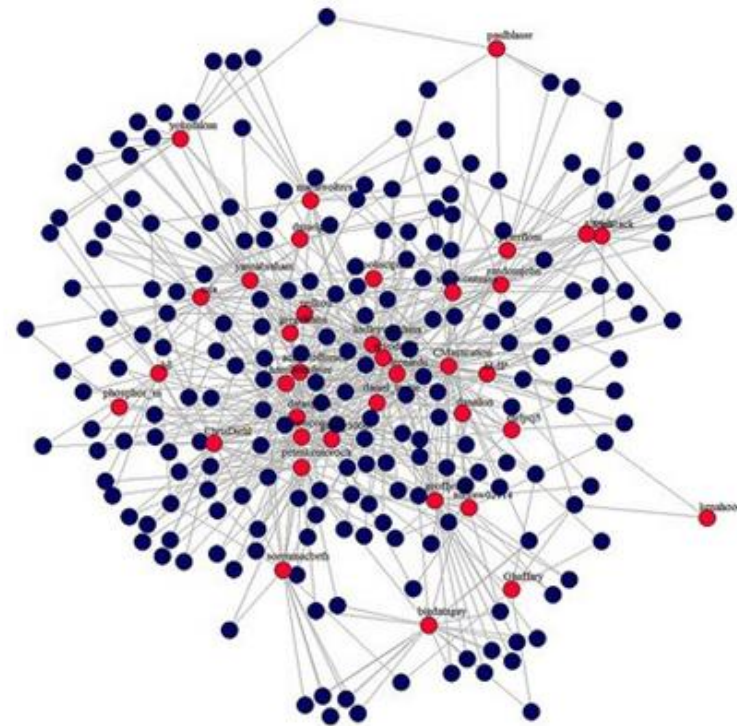
**“SEO is now less and less about on-page optimization and more about social sharing and overall brand reputation online.” Moz**



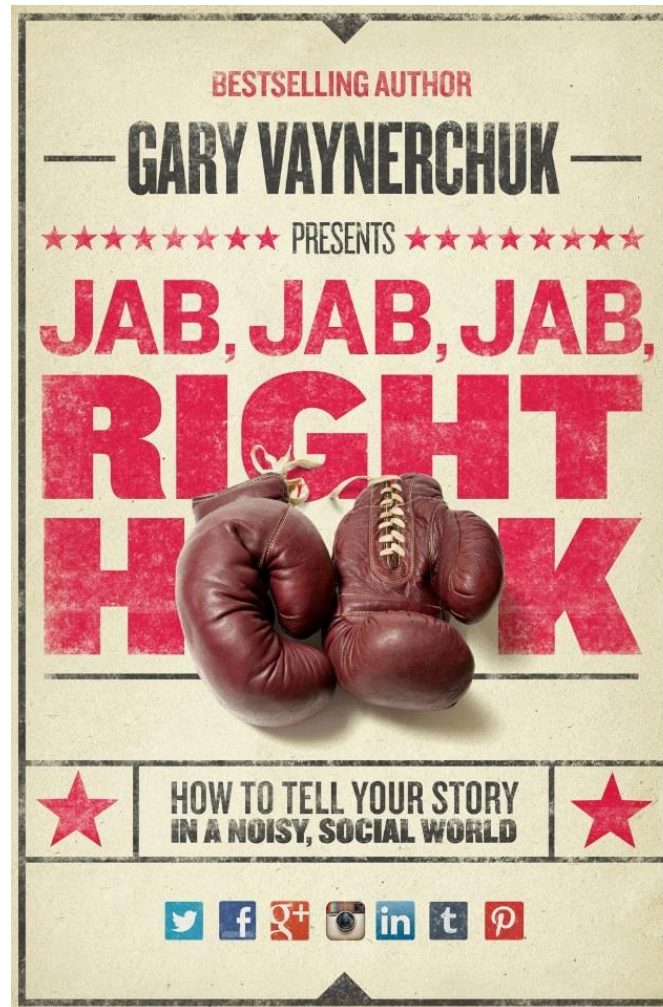
# Link farms and Like farms



Unnatural



# Modern Marketing



# SEO and Authority



# Searchmetrics.com

This Season's Fall Reading SEO Survival Guide:

## 2014 Ranking Factors Study

### Specific Highlights Of 2014:

1. Holistic, context-based approach is crucial for content quality
2. Technical performance and page architecture are very important
3. Proportion of keyword links dropped again on average
4. Social Signals: correlations decreased slightly, but are still high
5. User Signals (\*NEW) in top rankings significantly more positive





# The "Perfectly Optimized" Page

## Title & Meta Elements

**Title:** Chocolate Donuts from Mary's Bakery

**Meta Description:** Learn the 3 secrets to Mary's award-winning chocolate donuts, get times & locations for availability, and learn how to make your own donuts at home.

**URL:** <http://marysbakery.com/chocolate-donuts>

LOGO | Navigation Menu

## Chocolate Donuts from Mary's Bakery

There's 3 secrets that explain why our **chocolate donuts** have won awards, generated hour-long lines, & even inspired hip-hop tracks. They are:

#1: Our Ingredients  
XYZ

#2: The Baking Process  
ABC

#3: Timing  
DEF



How to Get Hold of Mary's Chocolate Donuts  
(aka locations, pricing & availability)

---

---

---

---



**Bot  
Accessible**

There are no impediments to search crawlers reaching this page or determining it's the canonical version.



**Built to be  
Shared**

Like/tweet/+1 buttons make it easy for visitors to share on their favorite networks and provide social proof.



**Uniquely  
Valuable**

The content offers everything a searcher might want in a unique, high-quality amalgamation.

 115

 477

 115

 Like

 Tweet

 +1



Phenomenal UX



Clear layout, solid visuals, & beautiful, simple design make the page easy to use & enjoy.



Meta Data Inclusive

Endorsements (including one from Homer!)

Three columns of horizontal lines for endorsements.



NOTE: Perhaps sadly, there's no "perfect optimization." This graphic's intent is to highlight areas that may be worthy of marketers' efforts.



by [Mary D.](#) of [Mary's Donuts](#)



Keyword Targeted

How to Make Chocolate Donuts at Home (aka our recipe for the **perfect donut**)

Five horizontal lines for content.

Primary and secondary keyword phrases appear in prominent positions in the headline, title, & content.



Multi-Device Ready

Thanks to solidly-tested, responsive design, this page loads looking great on any device, screen size, and browser.

Created by [Rand Fishkin](#)



The page includes authorship, an enticing meta description, and schema markup for recipes, too.

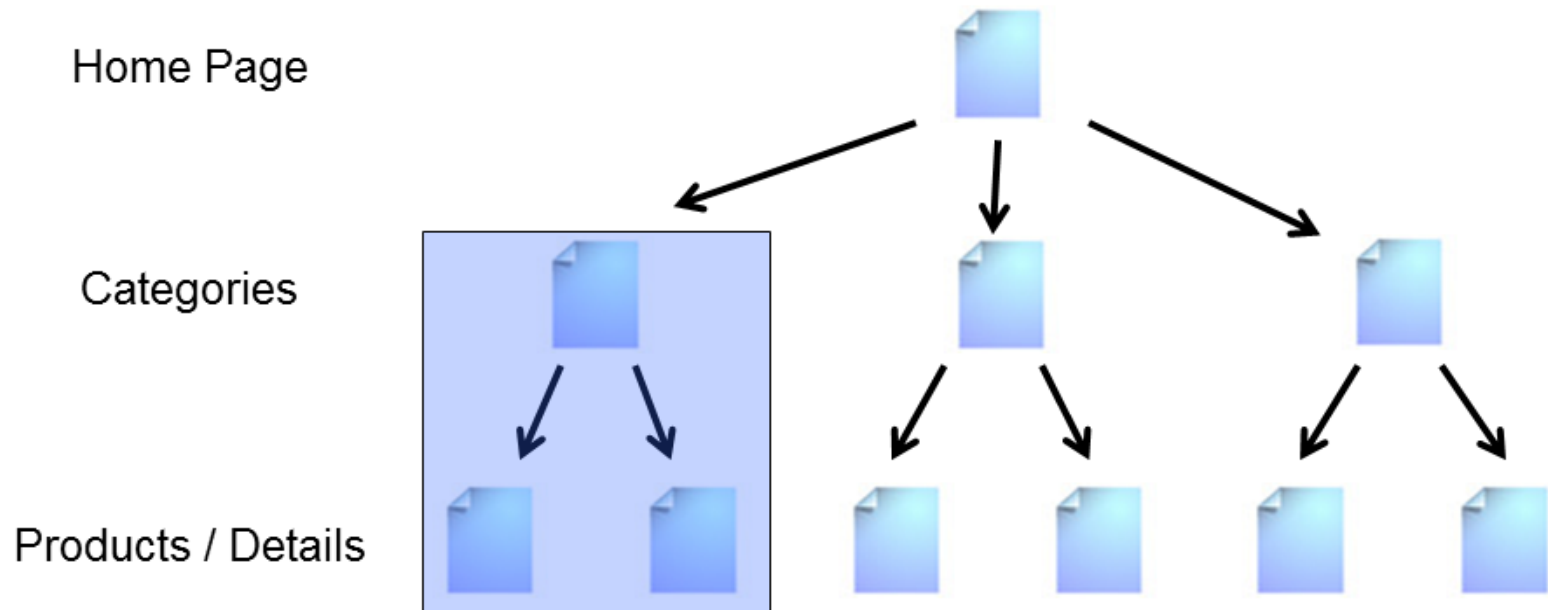
# Optimization basics

**Include Keywords in each of the following:**

- Title Tag
- Meta Tags (especially Meta Description)
- Headings
- Body Text
- Alt Tags
- URL



# Content Silos - in depth topics



**Reflect your content structure in your URLs:**

<http://www.worldofwidgets.com/blue-widgets/fuzzy-blue-widgets.htm>



# Panda vs Penguin: Toll Booths



**Panda = No Low Quality**

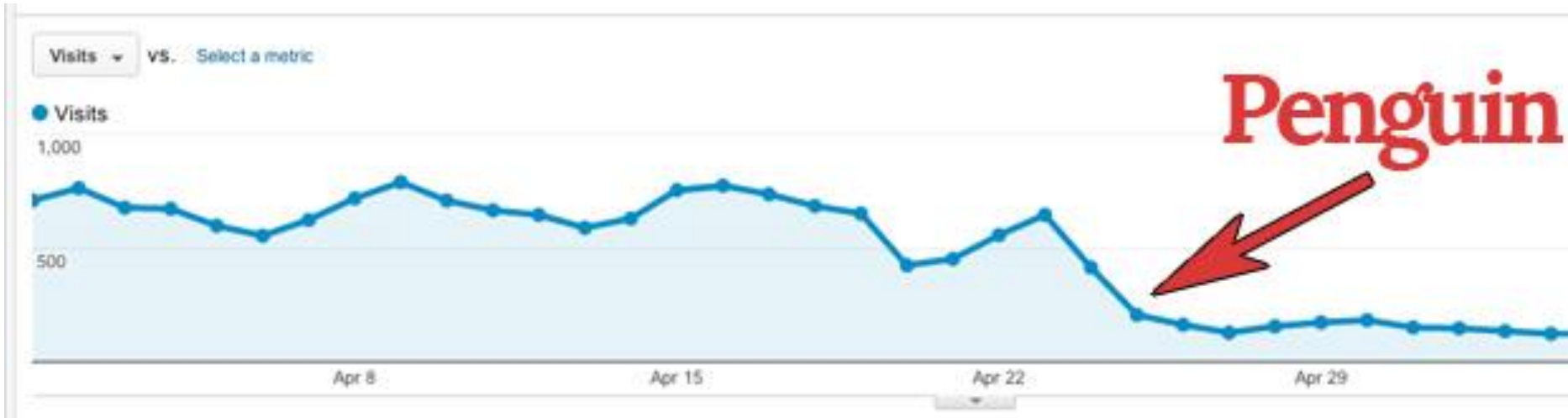
**Penguin = No Spam**

**Hummingbird = Conversations  
+Mobile**

**Pigeon = New local algo**



# Link Detox - Disavow



The screenshot shows the Google Webmaster Tools interface. At the top is the Google logo. Below it is the 'Webmaster Tools' header. Underneath, there are links for 'Help with:', 'Help center', and 'Search help' with a 'Go' button. The main content area is titled 'Disavow links' and contains the text: 'If you believe your site's ranking is being harmed by low-quality links you do not control, you can ask Google not to take them into account when assessing your site.' Below this text is a text input field and a red button labeled 'DISAVOW LINKS'.

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In 1064 Interviews and 146 Courses



The Dash



CORCORAN



Y Combinator



KIVA



VAYNERMEDIA



WIKIPEDIA



Y Combinator



GROUPON



clocky®

Go Premium?

### How a life-changing accident led an investment banker to quit his job and build a business – with Brian DeChesare

Posted on Sep 19, 2014



This is the story of how a car accident lead a founder to finally do what excited him in life...



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Search



#	Referring Domain	Domain Rank
1.	<a href="https://wordpress.org">wordpress.org</a>	96
2.	<a href="https://plus.google.com">plus.google.com</a>	94
3.	<a href="https://apple.com">apple.com</a>	92
4.	<a href="https://en.wikipedia.org">en.wikipedia.org</a>	91
5.	<a href="https://bit.ly">bit.ly</a>	89
6.	<a href="https://lofter.com">lofter.com</a>	89
7.	<a href="https://vimeo.com">vimeo.com</a>	89
8.	<a href="https://huffingtonpost.com">huffingtonpost.com</a>	87
9.	<a href="https://mashable.com">mashable.com</a>	87
10.	<a href="https://secureserver.net">secureserver.net</a>	87
11.	<a href="https://joomla.org">joomla.org</a>	86
12.	<a href="https://feedburner.com">feedburner.com</a>	85
13.	<a href="https://shareaholic.com">shareaholic.com</a>	85
14.	<a href="https://forbes.com">forbes.com</a>	84
15.	<a href="https://reddit.com">reddit.com</a>	84
16.	<a href="https://cargocollective.com">cargocollective.com</a>	83
17.	<a href="https://constantcontact.com">constantcontact.com</a>	83
18.	<a href="https://j.mp">j.mp</a>	83
19.	<a href="https://tinyurl.com">tinyurl.com</a>	83
20.	<a href="https://disqus.com">disqus.com</a>	82
21.	<a href="https://eventbrite.com">eventbrite.com</a>	82







## Thought leadership and law firm marketing with Professor David Wilkins of Harvard Law School

Posted by John McDougall in Thought Leadership [Leave a Comment](#)



Legal Marketing Review  
Becoming a Leader in Your Legal Practi...  
32:11



**John:** Hi, I'm John McDougall and I'm here today with Professor David Wilkins of Harvard Law School and he's also the director of Harvard Law School's program on the legal profession. Professor Wilkins, how important is it that an attorney as an authority in their main practice area versus trying to be too good at too many areas of law?



**David:** Well John, first of all, it's a pleasure to be with you and your audience. This is one of the many questions that really is hard to answer in general because it depends a lot upon what kind of attorney that we're thinking about. There are many attorneys in

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Categories

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What is the Review about?

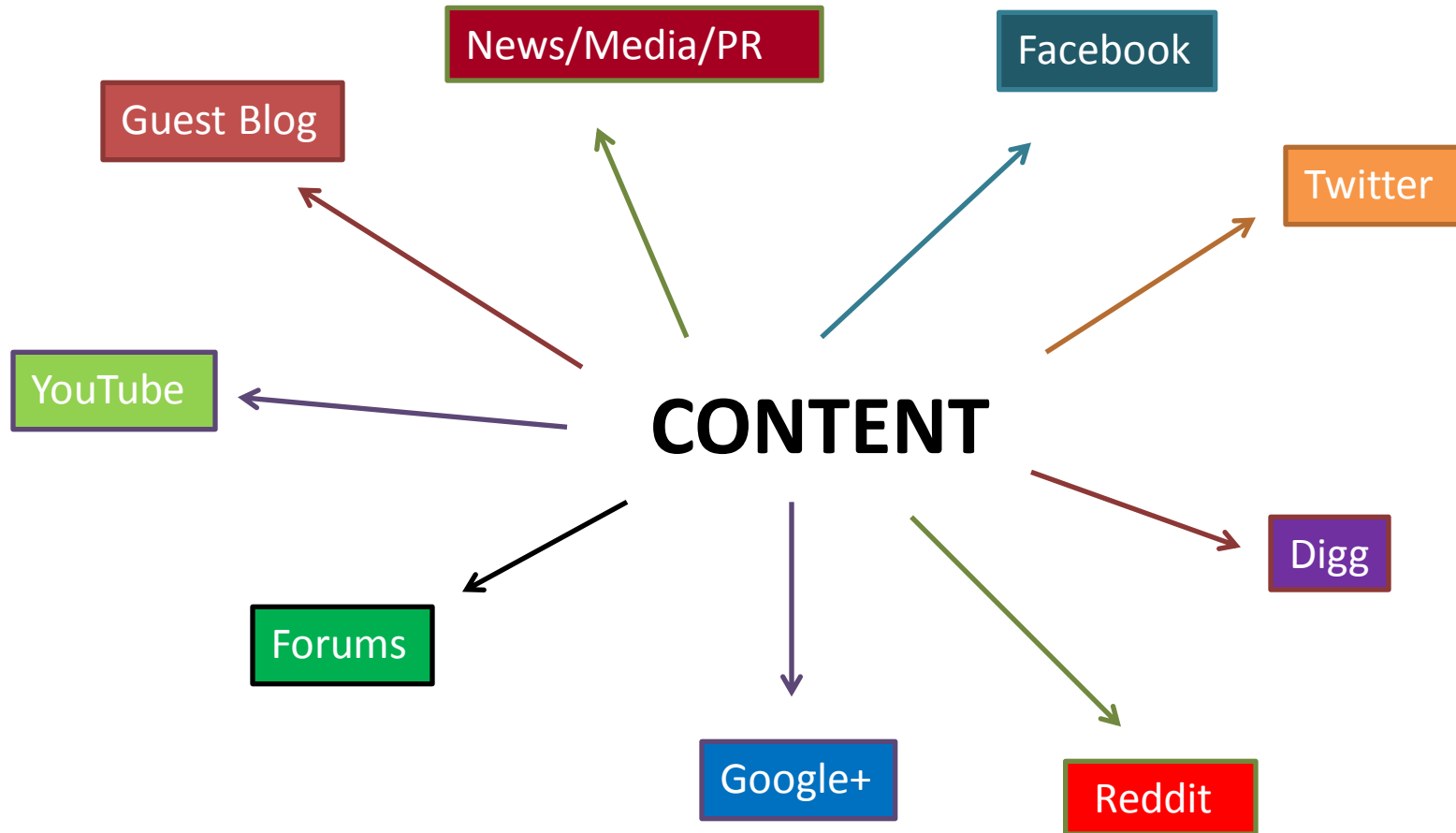


John McDougall  
CEO of McDougall Interactive

# Content and Authority



# Create Great Content, Then Share



# Why Most Content Marketing Fails

You think people will buy before they trust you over many visits

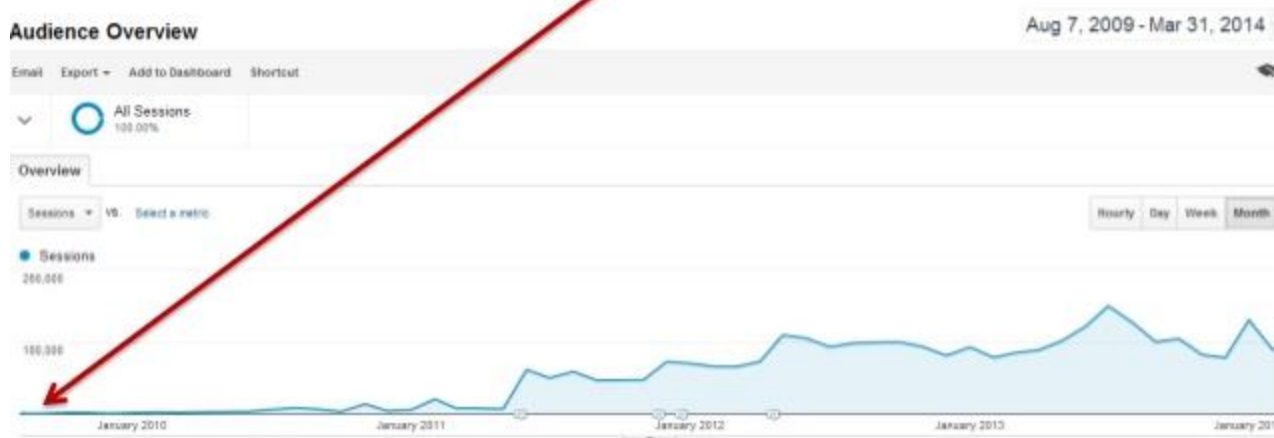
You vomit up content without a community

You invest in content but not its amplification (broadcast, 1:1, paid)

You ignored SEO and being an authority (6 billion searches a day)

You gave up way too soon

Geraldine started her blog in 2009



# ContentFuel: for Social/SEO/Links/PR

Mintz Levin - It's Time.

## THOUGHT LEADERSHIP

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- 11.08.2013 Are Exchange Health Plans Federal Health Care Programs, and Therefore Subject to Anti-Kickback Statutes? 
- 11.07.2013 Energy & Clean Tech Connections 
- 11.05.2013 DOL Issues Perm Application Guidance for Employers Affected by Shutdown 
- 11.05.2013 What a Difference 16 Years Can Make: FTC Approves Merger Between Office Superstore Giants Office Depot and OfficeMax 
- 11.04.2013 ML Strategies Energy & Environment Update 
- 11.04.2013 ML Strategies Financial Services Legislative & Regulatory Update 
- 11.04.2013 ML Strategies Health Care Reform Update 
- 10.31.2013 Mintz Levin Health Care Qui Tam Update 

## MINTZ SPOTLIGHT



### Maintaining Good Client-Outside Counsel Relationships

Bob Bodian, the firm's Managing Member, speaks about how Mintz Levin works with inside counsel clients in Corporate Counsel magazine.



### VIDEO INSIGHTS

Our attorneys discuss the hottest issues affecting clients today.

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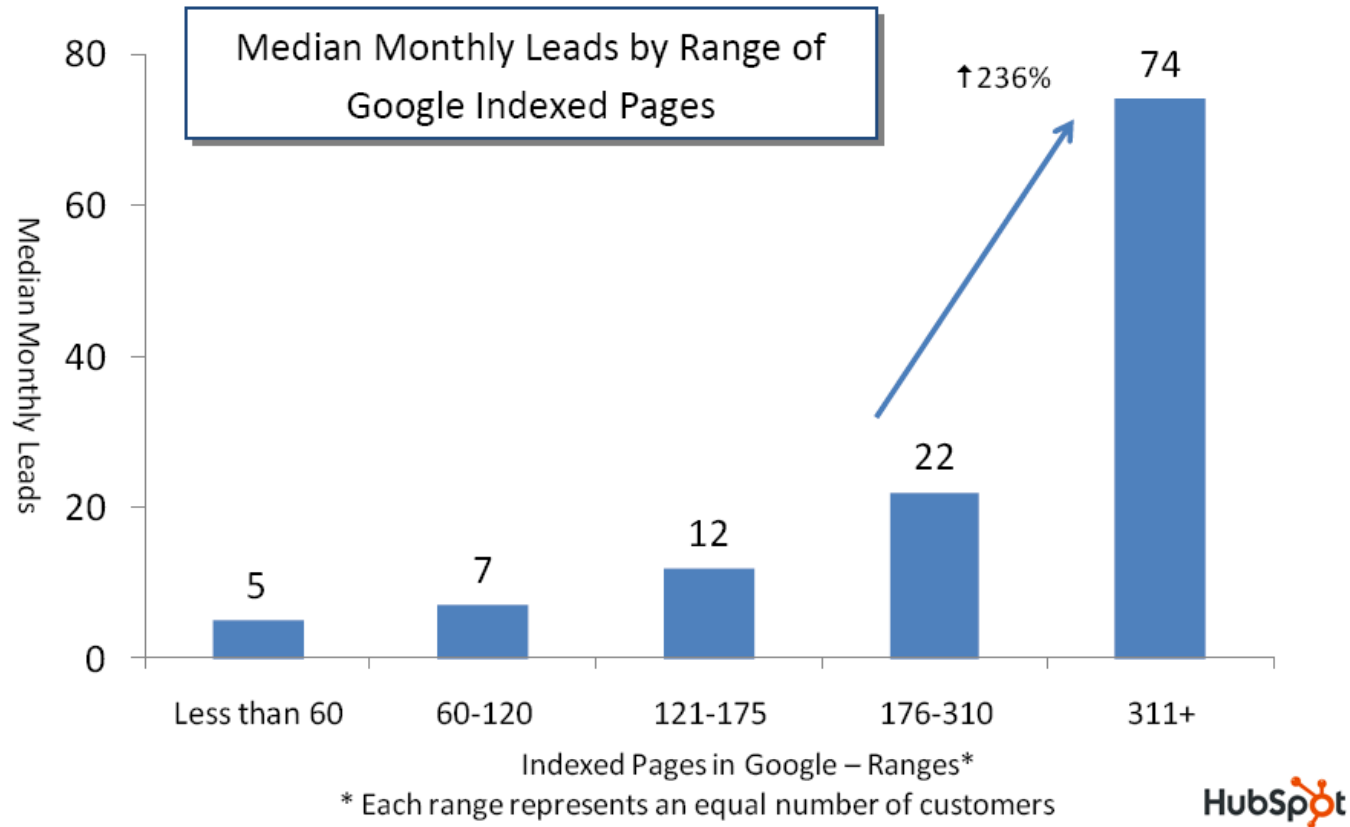
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# Content proportionate to leads



# TOFU Offers – Capture emails



The image shows a dark grey banner for a free ebook offer. On the left is a blue square representing the ebook cover, which features a hand cursor clicking a 'GO!' button and the text 'THE STEP-BY-STEP GUIDE TO MASTERING THE DESIGN & COPY OF CALLS-TO-ACTION' and 'HubSpot'. To the right of the cover, the text reads 'FREE GUIDE: Mastering the Design & Copy of Calls-to-Action' and 'Learn key techniques to improve and optimize your calls-to-action for maximum conversions.' Below this is an orange button with the text 'Download Ebook Now' and a play icon.

THE STEP-BY-STEP GUIDE TO  
MASTERING THE  
DESIGN & COPY OF  
CALLS-TO-ACTION

How to Optimize  
the Design &  
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Learn key techniques to improve and optimize your  
calls-to-action for maximum conversions.

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## Blogs

### A-E

Animal Law Update  
Art Law  
Berks County Law Update  
California Employment Law Blog  
Construction Law Blog  
Defending Atticus – The Malpractice Defense and Risk Avoidance Blog  
Delaware Bankruptcy Litigation  
Delaware Court of Chancery Practice Blog  
Delaware Intellectual Property Litigation  
Delaware Trial Practice Blog  
Eminent Domain & Real Estate Litigation  
Employee Benefits  
Employment Discrimination Blog  
Estate Planning and Wealth Preservation

### F-M

Fair Housing Defense  
Family Law (New Jersey)  
Family Law (Pennsylvania)  
Fashion Law Blog  
FDA, Pharma and Health Care Fraud  
Federal Taxation Developments  
Franchise Law Update  
HIPAA, HITECH and Health Information Technology  
Immigration View  
IP & Regulatory Law Blog  
IP Spotlight Blog  
Law in the Sunshine State  
Legal Tastings – A Wine Law Blog

### N-Z

Nevada Business and Law  
New Jersey Foreclosure Blog  
New Jersey Human Resources Blog  
New Jersey Litigation Law Blog  
New Jersey and New York Intellectual Property Litigation Blog  
New York Bankruptcy Litigation Blog  
PA Brownfields & Environmental Law  
PA Trial Practice Blog  
Physician Law  
Privacy Compliance & Data Security  
Real Estate Counsel  
Securities Compliance Sentinel  
South Florida Trial Blog  
Sports Law Scoreboard  
Trademark Watch  
Wage & Hour – Developments & Highlights  
White Collar Defense & Compliance





## Meet El Toro

Steven Greenstein: Guided By History, November 17, 2014

Meet El Toro, the latest addition to the Wells Fargo stable of ponies. The ponies are perhaps one of Wells Fargo's most popular promotions since King and Billy first appeared in 2003. Each pony is named after a real Wells ... [Continue reading](#) →



*When people talk,  
great things happen.*



## Recent blog posts

### Wells Fargo salutes military veterans with pledge to hire more

Carly Sanchez: The Wells Fargo News Blog, November 14, 2014

With at least 7,500 military veterans already on the payroll, Wells Fargo's top recruiter shares seven ways it's trying to more than double that number by 2020. [Continue reading](#) →

### Meet El Toro

Steven Greenstein: Guided By History, November 17, 2014

Meet El Toro, the latest addition to the Wells Fargo stable of ponies. The ponies are perhaps one of Wells Fargo's most popular promotions since King and Billy first appeared in 2003. Each pony is named after a real Wells ... [Continue reading](#) →

### 5 benefits of charitable giving

Jean Chatzky: Beyond Today Blog, November 17, 2014

Here's some good news: As a country, we're very philanthropic — over 95% of households give to charity, at an average of nearly \$3,000 annually, according to statistics from the National Philanthropic Trust. That's great news, not only for charities, ... [Continue reading](#) →

### Nelson Capital ESG Notes

Elaine Townsend CIMA® CIMC®: Wells Fargo Environmental Forum, November 12, 2014

Environmental Forum readers, Here is the latest ESG (Environmental, Social, Governance) Notes compiled by Adam Berkowitz. If you have any questions or comments about Nelson Capital's ESG notes, please ...

### Apple: Bigger than an entire stock market

Jeremy Ryan: AdvantageVoice, November 17, 2014

Japan's economy unexpectedly entered a recession in the third quarter, tensions increased in Russia and Ukraine, and industrial production in the U.S. declined. Stocks struggled throughout the day, eventually closing mixed. The Dow gained 13 points, with 15 of its ... [Continue reading](#) →

The post [Apple: Bigger than an entire stock market](#) appeared first on [AdvantageVoice](#).

### Keeping calm in times of crisis

Lisa Stevens: Life In Balance, November 6, 2014

Last Spring was super hectic for our family. It started with a major surgery for my Mom and then planning for who was going to care for her while she recovered. I am happy to say six months later, she ... [Continue reading](#) →

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Life in Balance



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## Richard B. Cohen

### Partner

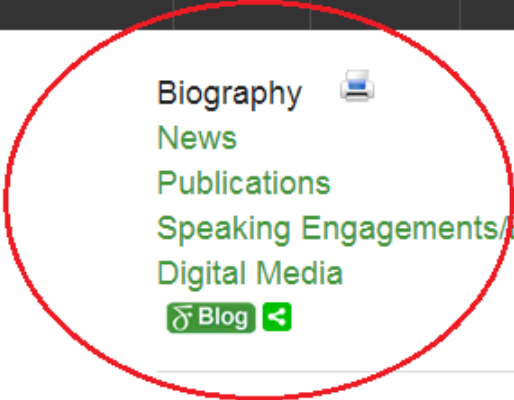
New York, NY  
212.878.7906




Richard possesses more than 35 years of experience litigating and arbitrating complex corporate, commercial and employment disputes and is a trusted advisor to business owners both in the United States and internationally. His clients range from individuals and small businesses to multinational corporations. He has represented Fortune 100 companies, domestic and foreign banks and Pacific rim real estate development companies as well as start-up businesses.

Richard has tried numerous cases in federal and state courts and has conducted numerous arbitrations before the American Arbitration Association, FINRA and other dispute resolution forums that have involved:

- Complex contract, commercial and real estate transactions;
- Shareholder and partnership disputes, and corporate derivative suits;
- Employment related matters, including discrimination, harassment, restrictive covenants and business non-competes, and trade



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### Bar Admissions

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### Education



Products » Wills & Trusts » Estate Planning Books » **The Mom's Guide to Wills and Estate Planning**



## The Mom's Guide to Wills and Estate Planning

 *A young parent must-read*

Liza Hanks, Attorney

October 2009, 1st Edition

Estate plans protect your family, and while some steps can wait, others can't. Learn the essentials and get started with *The Mom's Guide to Wills & Estate Planning*. Focusing on your family's real-world concerns, you'll find out:

- how to select a guardian for children
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# Media Coverage = Authority

## [prleads.com](http://prleads.com)

- \$99 a month, emails as often as every 30 minutes
- Leads are completely customized to fit your expertise
- Less competition from other responders
- Amazing help from founder Dan Janal



## [helpareporter.com](http://helpareporter.com)

- Free to sign up for 3x daily emails
- Paid: filters, profile, mobile alerts
- “Submit a New Pitch”



# Authority Takeaways

1. Pick your niche (UVP)
2. Write a short book, blog, ebooks
3. Use podcasting and video to streamline content creation (Also with influencers)
4. Comment on influencers work and retweet them, not just share content
5. Get more media coverage using content and link assets: PRleads/Haro
6. Your list is part of your power to influence



# Resources

1. [buzzsumo.com](https://buzzsumo.com) | [followerwonk.com](https://followerwonk.com)
2. [ahrefs.com](https://ahrefs.com) | [linkresearchtools.com](https://linkresearchtools.com)
3. [helpareporter.com](https://helpareporter.com) (Free) | [prleads.com](https://prleads.com)
4. [keywordtool.io](https://keywordtool.io) | [longtailpro.com](https://longtailpro.com)
5. [adwords.google.com/KeywordPlanner](https://adwords.google.com/KeywordPlanner)
6. [speakermatch.com](https://speakermatch.com) and [associationexecs.com](https://associationexecs.com)



# READY TO BE A THOUGHT LEADER?

Foreword by  
**GUY  
KAWASAKI**

How to Increase Your  
Influence, Impact, and Success

**DENISE BROUSSEAU**

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